






A SOBER SOUTH AMERICA  
PROHIBITION FOR OUR TWIN CONTINENT

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FOREWORD

The leaders of many of the Latin-American Republics are eager for a forward movement along the lines of Scientific Temperance Instruction in schools, and in restriction of the liquor traffic. Miss Norville of Alabama, the representative for six years in South America of the World's Woman's Christian Temperance Union, is meeting with great success in Uruguay and Argentina, and hopes ere many months to extend our work into other South American Republics. Woman's Christian Temperance Union Headquarters for each Republic is a vital need of our twin continent.—ANNA A. GORDON, *President National Woman's Christian Temperance Union, Evanston, Illinois, United States of America.*



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# A Sober South America

World Prohibition by 1925! America to lead the World! This means Pan-America. Pan-America to usher in the New Era.

The time is now ripe. Never were the Twin Continents so closely allied in their gigantic struggle against the legalized liquor traffic—their common foe. The Southern Sister Continent is thoroughly aroused to her danger. She knows by sad experience what it is to be exploited by greedy, unscrupulous gold-seekers. Ever since the first daring adventurer—Francisco Pizarro—that traitor, who with “eyes dazzled by the sight of gold,” sprang upon Atahualpa, the last grand old emperor of the Inca Dynasty, and in the presence of loyal subjects strangled out his life, history has been repeating itself. And today, as of yore, greedy grafters are flocking by the thousands to this land of untold wealth, seeking not the good of their fellowmen, but to gratify that insatiable disease of the heart which can be cured only by gold—more gold.

Prominent among the up-to-date, unscrupulous money grafters, who are seeking this wonderful Land of Promise, are the banished lords of the legalized liquor traffic. But the great South American republics are not composed wholly of ignorant, unlettered Indians, as we in our ignorance have supposed. Though eighty-five per cent of them, descendants of that downtrodden, cruelly treated, brown race, are living in hopeless ignorance and despair, the governing class are as intelligent and wide awake as are any people on the earth. They are alert—realizing that now King Alcohol has been routed from the Northland, they must, in self defense, buckle on the armor of prohibition, or else submit to their doom—overtaken and downtrodden beneath the iron heel of the dread tyrant.

The spark which was kindled in North America during the Crusade Days of 1873-1874, has been fanned to white heat by millions of loving hands. The torch has been carried to the Sister Continent; it is ablaze today. No longer does she sit in apathy, giving a cordial “Bienvenida” to French absinthe, Scotch whisky, English rum, German beer, North American cocktails, and all the rest of it. She is raising her voice in protest, and crying out to her Twin Sister of the Northland, “Protect us against the outlaw banished from your shores!”

When our mighty army of brave North American boys was called to the battlefield for the cause of justice and righteousness, that unprecedented petition of six million mothers, wives, sisters and daughters, requesting the prohibition of the use of grain for the manufacture of alcoholic beverages that it might be converted into bread for the needy multitude, *sent a thrill through the heart of North America*. Then, when war-time prohibition was declared that we might send a clean, efficient army

and navy to help right the wrongs of the world, and this was rapidly followed by the National Constitutional Amendment prohibiting the beverage liquor traffic, *an answering thrill of admiration and of hope* responsive to that which quickened the people of North America was felt throughout the length and breadth of the new world. It will not cease to inspire until Pan-American prohibition shall prevail.

The fact that the United States has triumphed and is now a saloonless nation is stimulating and arousing a determined purpose in the other twenty American republics to emulate her example. Their cry is, "Teach us how you did it!" When it was flashed across the wires that the United States had voted to be dry forever, the newspapers abounded in encomiums such as "This moral victory of the United States over Self is the grandest victory that the world has ever witnessed"; again, "Who but the great and purposeful North Americans would ever have undertaken this Herculean task?" Since she has triumphed, South America, too, can free herself from the chains of bondage."

The intelligent, wise young President of the Uruguayan republic, Dr. Baltazar Brum, was so impressed by what he saw of prohibition, while on a recent visit to President Wilson, that upon returning home he pledged with renewed emphasis his hearty support to the National Temperance League, declaring that nothing would give him greater joy than to see the realization of the Proclamation for World-Wide Prohibition by 1925, and that the noble women of his land could count on him to stand by them in their efforts to secure National Prohibition.

Loyal has he been to his promise! The first act of his administration was to request that temperance drinks be substituted for wine and champagne at the official banquets of the nation, as he desired to aid the cause by his example. The government places an annual allowance for the publication of temperance literature, at the disposition of the Executive Committee of distinguished ladies, who by their activity and devotion to the cause, are fast developing public sentiment in favor of national prohibition.

Shortly before the Anti-Alcohol Congress of 1917, accompanied by a gifted native young woman, Senorita Isabel Gonzales, who is giving her beautiful life and heart's devotion to the cause, I was privileged to tour nineteen states of the republic of Uruguay at the government's expense. The way for our lecturing campaign was prepared by official telegrams sent to the mayors of the cities, school inspectors and presidents of health bureaus, instructing them to meet the ladies and to facilitate in every way possible their work of organization.

When as a North American representative of the World's W. C. T. U. I stood before those vast assemblies, gathered in their most spacious theaters (the crowds having been called by

a brass band stationed at the door, and by the large sign, "Welcome to the Social Welfare Meeting. There will be moving pictures") and heard the Mayor, at the close of the meeting invite the men and women who loved their homes and "*querida patria*" (dear native land) to meet him at the Mayor's office at ten o'clock on the following morning for the purpose of organizing an Honorary Committee of men to uphold the noble women in their social reform movement for the good of the land; and when the Inspector of Schools called the teachers to a special meeting to provide for enforcement of Scientific Temperance Instruction, I could but compare it with the Crusade Days in my own beloved land, and exclaim, "What hath God wrought!" If it did not exactly suggest to me the drawing nigh of the millenium, it did confirm my conviction that when our South American Sister is thoroughly aroused on Pan-American Prohibition or any other subject, she knows how to *do things*.

I give a few facts showing the development of temperance sentiment in South America during the past six years. Upon arriving at Montevideo, Uruguay, in February, 1913, we found the home of Mrs. Carrie van Domselaar the center of temperance activities for the nation. With a band of representative English and North American ladies aiding her, she was sustaining the W. C. T. U., which faithful missionaries had organized years before as a vital part of their Christian service. The churches were not ready for women speakers, and many of the members were moderate drinkers. Finding the churches one hundred years behind the thought of being our "Brother's Keeper," we turned with sadness and gloomy forebodings to the government officials, asking for the privilege of working in the public schools, for never before had we been so keenly conscious of the fact that the seeds of truth should be sown in the minds and hearts of little children.

In beginning our work in South America we were most fortunate in being able to present to the Minister of Foreign Relations and of Public Instruction of Uruguay kind letters of introduction from the United States Commissioner of Education, the Secretary of State, and the Director-General of the Pan-American Union, all of whom commended the splendid work accomplished by our World-Wide Union of "Organized Mother Love," and told of the well enforced laws making Scientific Temperance Instruction obligatory in the forty-eight states of our Republic.

These kind friends, in securing the co-operation of South American rulers, in this Child Welfare Movement, rendered valiant aid to our organization, and untold service to humanity. Greater kindness nor more cordial and efficient co-operation could not have been extended in any part of the world. Official papers were granted, allowing us to give scientific lectures in all of the public schools, to distribute Temperance literature, and to organize the children into Loyal Temperance Legions.

In Uruguay, the 19th of April, their Independence Day, has



been declared National Temperance Day. The schools have a holiday, and thousands of children, with patriotic songs and pageants, and field day sports, celebrate their joy in having a part in the World conflict of Right against Wrong. It is significant that the National Director of Physical Culture, who takes charge of the field day sports asserts that while he is not a Christian, he considers the Christians the best people that he knows, and he is determined to follow their methods in the training of the youth of his land. No beer, nor wine, nor foul speech are allowed on the public playgrounds. Every one of the churches whose pulpits were closed to us six years ago, are now open for active temperance propaganda, thanks to the scientific temperance education and to our great Bishop Oldham, and his kind, gentle wife, who have made all to know that the church which they represent is a world-wide temperance organization, and all of its members are expected to co-operate.

In Argentina, the hearty co-operation of the Government has been most delightful. Not only have we been privileged to give scientific temperance lectures in their schools, but our Scientific Manual has been reprinted in their official educational magazines, and sent to all of the teachers. In Buenos Aires, a city of 1,800,000 inhabitants, the metropolis of South America, a large Government building—"El Museo Escolar de Sarmiento"—has been placed at our disposal for weekly lectures and rallies. The highest grades of more than three hundred primary schools are invited by districts, and contribute some beautiful numbers to a choice Temperance program, after which they are organized into Loyal Temperance Legions for Social Reform Service. Annually the Theatre Colon, said to be the handsomest theatre building in the world, is placed at our disposal for a grand rally and "Benefit" for the National Temperance League. These charming festivals, in which thousands of beautiful children from the leading educational institutions take part, serve not only to arouse greater enthusiasm for the cause, but to provide the "sinews of war" to carry on a more intense propaganda throughout Latin America. After the first imposing Nature pageant, rendered by choice groups of children from fifteen of the most prominent schools, we were informed through the Administration that the President of the Republic, who had sent his official representative to honor the occasion, was so delighted with the magnificent training for social service which the children were receiving, that in token of his appreciation the management had been instructed to say, "There are no expenses connected with the presentation of the pageant; the theatre is at your disposal for future demonstrations; and you will kindly use the proceeds for further propaganda among the children." Some films of this first festival, so generously financed by the Government, were taken in one of the City parks, the Mayor kindly furnishing police force to keep back the curious crowd. These moving pictures are being shown in all parts of the Twin



Continents. In South America they serve to awaken tremendous interest in the organization of the child life of the nations for social reform service. In North America they furnish convincing evidence—not only of the cordial co-operation accorded our organization—but of the broad vision of the rulers of these young South American Republics in thus taking a vital part in the training of their future citizens for greater activity and usefulness,—for higher ideals for their beloved “Patria.”



The fairies with the water nymphs, singing their cold water song and rejoicing at the birth of “Agua,” the new nymph who has arisen from the fountain to bring life and joy into the world.

An illustration follows to show, how our methods of training and using young recruits are heartily endorsed, and to let you get a glimpse of the character, the enthusiasm, and the tenacity of purpose, when once aroused, of these splendid women—the most distinguished of their land—who have championed our

cause. We wish you might know them; there are none finer in the world. It was when the National Temperance League of Uruguay was young,—the officers inexperienced. They were *wondering* what they could *do*. We told them how the children of the state of Maine, in the campaign of 1911, helped to gain a glorious prohibition victory; how the liquor forces had determined that Maine should no longer head the Prohibition list; how oratory and money had been so lavishly poured out to bribe the voters that defeat seemed threatening, until Anna A. Gordon's vision of an army of little ones "putting to flight the powers of darkness" was realized; how, at the last moment, an army of school children was mustered and marched to the polls; how their young voices pealed forth the patriotic songs and speeches, and their banners pleaded, "Protect us!" so eloquently that the hearts of the fathers were touched and the tide turned; and that night, when the votes were counted, the whiskyites declared, "The children have defeated us!" These splendid ladies, with hearts aglow with patriotism, were so delighted with this story that they exclaimed, "Oh, is that the way you do it? Then we will rally an army of children, too, and secure our first law of restriction—the closing of the saloons on Sunday!" They began at once. Would that you could have seen them at work! First; a National Temperance Hymn had to be composed—music and words. The musical director of the public schools was equal to the task, not only of composition but of training the thousands of school children to sing his beautiful song. Much persuasion was needed to rally the teachers to the undertaking. Many opposed it; some because they drank, and others looked upon the demonstration as a kind of farce. But victory crowned the titanic efforts of these determined women, and on the following 19th of April (Independence Day) 10,000 school children were led by distinguished "damas" of the highest social circle, who for the first time in their lives marched down the middle of the street behind a brass band playing patriotic airs, and a banner on which was inscribed, "War on Alcohol!" School officials and teachers were the glad commandants on that memorable occasion. As they neared the Government House, with banners floating on the breeze and their musical voices poured forth their glad temperance song: "We are coming to the rescue, We shall never beat retreat," the members of the Senate, who were assembled on the balcony to welcome them, arose and cheered. The President of the Senate rushed down the steps to receive that victorious General, Senora Manuela de Herrera de Salterain, and the little boy who placed in his hand the petition, saying, "Will you please honor this?" The promise was given and it is said that he made the speech of his life when he presented and carried the Children's Bill in Congress. With burning words, fired by zeal and determination to honor the faith of the little ones, he made those senators realize, as never before, what it meant to a nation to

have the women and children *united* in their appeal for protection against King Alcohol.

The temperance cause in all of the twenty South American Republics is in its infancy. In Peru and Chili we found National Organizations supported by the Government, with broad-minded, intelligent men—lovers of humanity—at the head of them. Dr. Garcia, a highly esteemed physician of Lima, is President of Peru. Through his monthly Temperance Bulletin he is educating the masses and is doing all in his power to arouse sympathy for the poor, alcohol-soaked Indians who in that vast area, are fast exterminating their race. We were privileged to organize a fine W. C. T. U. among the native women of Peru, with Senora Algorte, wife of the Secretary of the National League, as its President; also a hopeful L. T. L. among the children.

Dr. Fernando Pena, President of the National Educational Association of Chili, also President of the National Temperance League, is doing much to arouse public sentiment in favor of prohibition. He has written a valuable book showing Chili's great need of social reform, and advocating a plan for the Government's purchase of the vineyards, so that alcoholic beverages may be eliminated in ten years without causing heavy losses to the owners of wine industries. We earnestly desire to accept his cordial invitation to work, in the near future, among the women and children of Chili.

In Panama we were privileged to organize five splendid groups of women and children. Two W. C. T. U. societies and three Loyal Temperance Unions; one of each for North Americans, and one for Spanish speaking people. Then, we aided a splendid young missionary of the M. E. Church, Miss Kaiser, to organize a fine L. T. L. of Jamaica negro children. She reports that the temperance work in Panama is fast developing into a national organization. "The field is white, and the laborers are few."

Can you realize the vast areas of some of the twenty South American Republics? For example, "Bolivia is larger than Japan, Austria, Hungary and Italy combined. Peru has more square miles than all of the United States, from Nova Scotia to the west line of Indiana and from the Gulf of Mexico to Canada. Argentina is as large as twenty-four New Yorks. Sweden can be lost twice in Venezuela, and still leave room for Maine, New Hampshire and Vermont. The entire United States of America could be dropped into Brazil and have enough room left for two states of the area of Texas." Travel is slow and expensive. "Taking a steamer at Panama and proceeding by ship all the way to Asuncion, the capital of Paraguay, tarrying at ports only to discharge and receive mail and cargo, more time is consumed than is needed to travel from New York, by way of Gibraltar, to Bombay, India, and back again to London."

When we consider the vastness of this far away, neglected continent, and the shameful way in which our North American



whisky dealers are now exploiting it, the mind grows weary and the heart faint, because of the little that we can do to help. A few valiant souls, struggling beneath a herculean task, but "Oh, so few are the helping hands in comparison with the needs of suffering humanity!"

Permit me to cite with great respect and admiration the name of one of these magnanimous souls,—a defender of the weak, a helper for the suffering—Dr. Domingo Cabred, an Argentine physician of great renown, who for twenty-five years has given his time and talent to the care of the victims of disease and vice. He has built large government institutions in the Republic for the sufferers of the White Plague, the insane, the blind, the feeble-minded, the deformed, the idiots and imbeciles, the greater part of them innocent victims of the vice and chronic alcoholism of their parents. As I said good-bye to him, just before leaving South America, he bade me bring to my people this message: "During the twenty-five years that I have given my strength and heart's devotion to the care of our afflicted ones, I have longed to do something for the despised victims of alcohol, who are sick, and deserve the same loving care that we give to other hopelessly infirm brothers. While I have longed to help them, I have been unable to do so because *no one* would help me. But now, that you have sent us your representative, who has gotten our good women interested in temperance work, I want to do something for them as my last act of service for "mi querida patria" (my dear native land); so I make this proposition to the good women who sent you to us. I have 200,000 gold dollars which have been entrusted to me that I desire to use in establishing a large farm for the unfortunate victims of alcohol. I will get our Government to endorse the plan, and to be responsible for the maintenance of the institution, if you will get the good people of your wonderful land to help us by erecting a central building, known as the "Woman's Building," in the heart of our metropolis, where the little victims of their parents' curse may be gathered in and lovingly cared for." (More than 43,000 babies under two years of age die every year in the city of Buenos Aires. A baby, every twelve minutes, passes out of existence in that beautiful city. The life blood of more innocent victims is poured out daily upon the sacrificial stone of ignorance and vice than was that of soldiers, who were slain daily in the recent World War). Dr. Cabred's last pathetic words were these: "I am an old, sick man, and cannot last much longer. Hurry back to us, and let me have the joy of seeing this longed for vision a reality before I pass on." Friends, I promised. I had faith to believe that my people would welcome such a challenge as this, and I still have faith in you. You will not send me back to those dear people, who have such implicit confidence in our lofty ideals, in our methods of doing things, in our willingness to make the supreme sacrifice for the good of humanity, to tell them that you do not care; that it is no concern of yours; they are out of your

vision of brotherly love and helpfulness. Ah, no! I will not believe it.

This kind benefactor has fulfilled his promise. Congress has accepted the gift, and pledged for the maintenance of the institution, the Minister of Foreign Relations, Doctor Pueyrredon, husband of our distinguished Honorary President, Senora Julieta Meyans de Pueyrredon, having presented the bill with the approval of the Chief Executive of the Nation, Dr. Hypolito Yrigoyen. A recent cablegram informs us that the Government will aid us in securing a desirable site for the building, "Woman's Continental Headquarters for Social Reform Work." The Uruguayan Government also promises to provide a lot if we will locate a building in Montevideo. Each one of these Republics needs such a building. One Hundred Thousand Dollars will be needed to build and properly equip such an institution. If we are in earnest about carrying out our program of rescuing the perishing; of training future leaders for home and social service; and if our Proclamation of World Wide Prohibition by 1925 is not to be a mere dream, then we will accept this magnanimous offer, and begin at once to erect these Headquarters, where we shall not only aid our Twin Continents in their tremendous social problems, but shall publish in great quantities wholesome, altruistic literature holding up the loftiest ideals of citizenship, and shall spread it broadcast throughout all of Latin America. We have most capable men and women to produce it. Prominent among these are Dr. Joaquin de Salterain, a man of letters and our great prohibition leader in Uruguay, and Mr. Ernesto Nelson, our active President in Argentina, of whom Hon. Philander P. Claxton, United States Commissioner of Education, says: "He is one of the world's greatest educators."

Conceive, if you can, of our beloved America without any of her great institutional machinery for the uplift of humanity. No training schools for our young men and women who are willing to give their lives to service; no settlement houses for the foreigners in our midst; no comfortable homes for old women; no mothers' clubs with classes in hygiene, domestic science, home adornment and economy; no club houses to keep our boys and girls from the streets; no kindergartens and day nurseries for the aid of working mothers; no rescue homes for erring girls; no loving care for the dear little waifs found upon our streets; and you have the picture of the sad condition of many of our younger South American Republics. It is no fault of theirs, but of those in North America who claim to follow the Golden Rule, but have never reached down the helping hand to aid the Twin Sister in her gigantic struggles; have never even intelligently studied the social problems that confront these young Republics.

If there were no higher incentive than the much discussed Monroe Doctrine, which stands for the mutual protection of the twenty-one Republics of the Western Hemisphere, it should cause us, at this crisis of the world's history, to arise in the

spirit of true patriotism and, stretching out strong, protecting arms of defense for the younger and weaker Republics of our hemisphere, make the world know that we regard the Monroe Doctrine as more than "A scrap of paper,"—It makes mutual helpfulness our high privilege and obligation. But we have a doctrine that is higher than the Monroe Doctrine. We know that the blessing of God is upon those who make the supreme sacrifice for humanity. Did we not test it and find it so in the great world war? Did we not receive greater blessings than we bestowed? And now we are in the midst of another world war, a war upon which hangs the destinies of future generations. Destroyed homes and broken vows, and the blighted lives of millions of little ones testify to the fact that so long as King Alcohol reigns on the earth, no justice and freedom can exist for the unborn generations. Their hopes are blighted before they see the light of day.

Is it not beneath the high ideals of our Christian nation to be satisfied with banishing this cruel monster, the legalized liquor traffic, from our own beloved native land, and sit idly by while it swoops down upon the unprepared and less fortunate sister Republics in the South-land, and, like a hideous octopus reaching out to the farthest extremities and winding its tentacles about every member of the body, proceeds to crush out the life of those young nations? Ah, yes! "It is more blessed to give than to receive." Our great people have tried it on a thousand moral battle fields, and it has never failed. *It never will.* We have triumphed gloriously at home, but the victory is not complete until we shall have proved our gratitude by willing, joyous service in helping to make the world dry. Some of those breadless, meatless, coal-less days are needed to intensify our zeal for the blessed cause.

Friends, *now* is the time for us to help our dear sister Republics of the South-land. *Now*, while they are calling to us for aid; tomorrow may be too late. Let us not lose the golden opportunity. Let the strong, glad victors of the Northern Continent link hands with the noble champions of the Southern Continent in their struggle for freedom from the thralldom of King Alcohol, and we shall prevail. When the New World shall have broken the chains of bondage, and presents a solid front against the onslaught of the dread tyrant, his kingdom shall totter and fall. Let a United New World lift on high the Torch of Prohibition—lift it so high that its benign rays shall reach to the remotest ends of the earth, and the World Prohibition bells will soon usher in the glad day of happy homes and unbroken vows, of political integrity and international harmony—of peace and joy on the earth.

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